

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. In an environment having an electronic mail communications medium used by all members of a certain set of users, and a second communications medium used by fewer than all such users, a system for introducing to the remaining such non-users of said second communications medium a facility for adopting said second communications medium, comprising:
 - a computer used by a first one of said users, said computer having a client program for said electronic mail communications medium;
 - a computer used by one of said remaining non-users of said second communications medium, said computer also having a client program for said electronic mail communications medium;
 - computer software adapted to modify said client program of said first user so as to cause said client program to include in messages sent therefrom an embedded instant messaging window device to enable said non-users of said second communication medium to access a facility for adopting said second communications medium; and
 - a server for coordinating communications of said first user and said remaining non-user.